

TOWN HALL
4 Boltwood Avenue
Amherst, MA 01002-2351

Downtown Parking Working Group
(413) 259-3040
(413) 259-2410 [Fax]
planning@amherstma.gov

MEMORANDUM

TO: Amherst Select Board
FROM: Downtown Parking Working Group
RE: Phase I Recommendations for Improving Existing Parking System
DATE: July 13, 2017

The Downtown Parking Working Group (DPWG) has been meeting for slightly over a year to identify short, medium, and long range strategies to maximize the efficiency and availability of the existing downtown parking supply. The group was formed to research and prioritize approximately twelve strategies that were identified in 2014-15 after a series of public meetings about parking. The strategies were synthesized from public comments that ranged from better signage to rate changes to planning for a parking structure. The DPWG has formulated its current recommendations as Phase I of a multi-phase process to help improve the parking system in the town center.

Phase I Recommendations

- Identify downtown 'core' parking area of highest demand (Map)
- Increase parking meter and parking lot hourly rates in the core--\$.50 to \$1/hr.
- Change parking duration from a variety of time limits to 4 hour maximum for all spaces, with the exception of the town-owned lot on North Prospect Street (behind CVS)
- Change hours of enforcement from a variety of time periods to 8 a.m. to 8 p.m. for all spaces
- Implement effective enforcement to discourage meter feeding
- Increase parking ticket fines for time violations from \$10 to \$15
- Recommend installation of new, clear signs and increase public education effort
- Change December--April winter parking ban prohibiting overnight on-street parking to winter storm (snow emergency) parking policy
- Add a mobile payment option for all parking spaces
- Request Planning Board to consider a zoning bylaw amendment allowing for private development and ownership of a parking garage (ZBL Section 3.3840)
- Hire a parking/transportation consultant to assist the DPWG with Phase 2 recommendations and to monitor and evaluate impacts of Phase 1 changes
- Recommend elimination of annual business permits (\$400/yr.) in the Town-owned lot on North Prospect Street (behind CVS).
- Recommend replacement of twelve parking kiosks to:
 - Improve ease of use with backlit keys and brighter and bigger screen
 - Have clearer and more visible instructions
 - Coin, credit card payment and mobile payment options all available
 - Pay by license plate number in lots and if using mobile payment option

DPWG Background

In 2016 the Town hired consultants Nelson Nygaard to conduct a parking assessment and analysis that provided the DPWG valuable information including the number of parking spaces, usage throughout the day, and basics about the parking capacity in downtown. The Nelson Nygaard report concluded that the total number of parking spaces—public and private—in the town center is currently adequate to meet demand, however the highly desirable and visible parking areas meet or exceed functional capacity during peak times (1 PM and 7 PM). Their recommendation was to make the current system more efficient using demand based pricing before considering longer-term solutions such as a parking structure. With demand based pricing, parking is priced at a point that is reasonable for users but just high enough to encourage regular turnover. The optimal occupancy of spaces is 85%, leaving enough spaces open that drivers can easily spot a vacant parking space.

In addition to the report, the DPWG has heard from the public and local stakeholders about the need to make parking simpler and more straightforward as a way to encourage people to visit downtown, as well as the need to make more parking available. Comments from the forum held on June 22, 2017 are attached, and speak to the importance of perception as it relates to parking, the importance of providing opportunities for residents and visitors to access the downtown, and solutions that increase parking capacity and predictability in Amherst.

The DPWG has developed a set of goals and priorities, categorizing them into short, medium and long-term actions and objectives. In the short term, the goals are to:

- Make parking more available by encouraging turnover in prime spots
- Make parking regulations more consistent and make it easier to use the system (meters, kiosks, etc.)
- Maximize use of parking and manage spaces efficiently
- Increase visibility of parking especially for visitors

In order to implement these goals, the DPWG realized that many parts of the parking system—metered spaces, permits, rates—are all connected and impacted by a change to any one feature. The DPWG has attempted to recommend changes that will not discourage residents and visitors from using the downtown, and are implementing best practices in parking policy to change behaviors in ways that will make downtown parking more available.

In the current recommendations, the DPWG has decided not to take any action that changes the Town Center Permits that can be purchased by residents and employees. This is a revision from the June 22nd draft recommendations, in part as a response to public comments and because the DPWG determined that more information is needed before recommending changes to the permit parking system. For instance, the DPWG only recently learned that the Town sells annual parking passes to the South Prospect lot (\$400) and the Boltwood lot (\$600).

Concerns were voiced at the forum about senior's parking needs. The Bangs Senior Center provides a \$25 annual pass to seniors (who are 65+, an Amherst resident, and who use the Center at least 1 hr./week) that allows them to park weekdays 8 a.m.-5 p.m. in the Boltwood Garage and in the twelve spaces against the fence east of the Ann Whalen Apartments. There are 158 senior permit currently issued by the Senior Center.

Explanation of Phase I Recommendations

Parking core and increased rates—The DPWG used the parking usage data collected by Nelson Nygaard to inform the delineation of a parking core and increased rates within the core. The core represents on and off-street public parking that is highly used at peak times—lunch and evening hours (1 p.m. and 7 p.m. were the two weekday peak times). Best management practices indicate that in a parking core, demand based pricing can be used to increase the availability of prime parking spots. Demand based pricing uses parking rates to encourage turnover of spaces to increase availability of the prime parking spaces. A goal of demand based pricing is to have 10-20 percent of prime parking spaces available at any given time, with an optimal balance of 85 percent of the spaces occupied. This results in one free space for every 8-10 spaces, making available parking more visible, reduce “cruising” and help change perception that there is no parking.

The DPWG researched prices in nearby communities and UMass to determine that \$1/hr. was comparable pricing and is hoped to change behavior and make more downtown core spaces available. During Nelson Nygaard’s research, they conducted a user survey that found the price of parking was not an issue or deterrent from using downtown rather **availability and time duration** were key factors in deciding where and how to park. The DPWG also discovered through their members and others that many employees feed the meter and occupy valuable spaces within the core. The thought is that increasing rates will discourage this type of meter feeding, while encouraging employees to take advantage of the town center parking permit system.

Increasing rates in the core should not adversely impact low- or moderate-income residents, visitors or employees. There are approximately 175 parking spaces that will remain \$.50/hr. and the permit for downtown residents and employees currently will remain at \$25/year. It should be noted that Amherst uses funds generated from parking revenue to support the Pioneer Valley Transit Authority (PVTA), enabling a vital public transit system that serves all residents and visitors.

Consistent duration and hours of enforcement—The DPWG is recommending uniform hours of enforcement and uniform length of time in a space to make the parking system more predictable and easier to use. These recommendations are in response to comments and concerns about getting tickets because lots have different times limits or end times, and difficulty visitors have using the public parking. Many people complained that a 2-hour limit discourages visitors from going to Amherst Cinema or having dinner downtown because of the risk of getting a ticket or having to feed the meter at an inconvenient time.

A critical piece to make this work will be **public education and effective enforcement**. The Town will need to install signs and information both in lots and on the street that describe all the changes. Information online will also need to be updated and synchronized so that the public receives the same information from different sources. Enforcement will be very important to keep the system operating efficiently. Increased parking ticket cost (\$15) for time violations is seen as a counterpart to the increased rates in the core and the consistent hours.

Winter parking changes—The DPWG looked at parking year-round and determined that the current winter parking ban is outdated and complicates parking in the downtown, especially with recent development and changes in work habits. The current winter parking ban is town-wide and prohibits cars from parking overnight on the street. Many communities have moved away from this

model to allow overnight on-street parking except when there is a “snow emergency” (i.e. a snow storm that requires clearing and/or treating the roads). The DPWG is recommending that Amherst move to a snow emergency policy similar to Northampton that allows for overnight parking **except** when a snow emergency is in effect. No overnight parking would be allowed except in “safe harbor” lots and could be in effect for a few nights until roads are cleared. Residents and visitors would be alerted through blue flashing lights at major intersections, signage, text messaging, the website and local news media. Details of the changes include:

- During snow emergency no on-street parking from midnight to 7 a.m.
- Three safe harbors during snow emergency parking ban—Pray Street parking lot, lower level of the Boltwood Garage, and the Town-owned lot behind CVS

Mobile Payment Option—A mobile payment option would be in addition to the current payment methods of coin or credit card at the meters and kiosks, and would allow residents and visitors to pay for parking through their phone or hand-held device. A mobile payment application allows users to add time to their space via their device eliminating a trip to the meter.

Zoning Bylaw Change—The DPWG recommends that the Planning Board consider amending the Zoning Bylaw (Section 3.3840) to allow a private (commercial) parking garage to be built by-right under Site Plan Review. This change is a necessary step to allow for different strategies to increase parking supply in the downtown. Commercial garages and facilities are currently allowed through the Special Permit process, but this does not offer investors adequate predictability.

Consultant for Phase II—It is **strongly** recommended that the Town allocate funds for a professional consultant to assist the DPWG in identifying and implementing additional strategies to improve the downtown parking system. The DPWG has been meeting twice a month for over a year, and greatly appreciates the staff support from Senior Planner Nate Malloy, and the occasional assistance from Planning Director Chris Brestrup and Co-finance Director Claire McGinnis, but at this point in the process technical assistance is needed from parking/transportation professionals. The consultant is needed to also monitor and assess changes made in Phase I to determine if future tweaks are needed.

Elimination of Business Permits in the Town-owned Lot on North Prospect—The DPWG recently learned that the Town offers an annual permit that allows local businesses’ employees to park in this lot and not pay the meter. This permit complicates the recommendation of using this lot as long term parking for people who want to pay reduced hourly rates, and therefore should be eliminated. Very few of these permits have been purchased.

Future work

The DPWG expects to meet over the next year to discuss additional components of the parking system such as

- Town center permits and other business permits issued by the Town
- Data refinement and collection
- Shared/leased parking opportunities
- Enforcement of meter feeding
- Determine need and feasibility for structured parking (i.e. garage)
- Replacing parking meters
- Adding 15-minutes spaces

- Ride sharing service pull over spots
- Motorcycle/scooter parking

Downtown Parking Working Group

Connie Kruger, Chair

Wendy Jones Boisseau

Catharine Porter

Sarah la Cour

Rabib Rafiq

Richard Roznoy

Matt Yee

Staff liaison

Nathaniel Malloy, Senior Planner

Attachments

Core parking map

Town center parking map

Public Notice for July 17 hearing

Summary of comments from June 22 forum

Additional comments from June 22 forum

"Price is Right" article from Planning Magazine

DPWG Goals-May 2017.

**Downtown Parking Recommendations
To the
Amherst Select Board
By the
Amherst Downtown Parking Working Group
July 17, 2017**

Downtown Parking Working Group

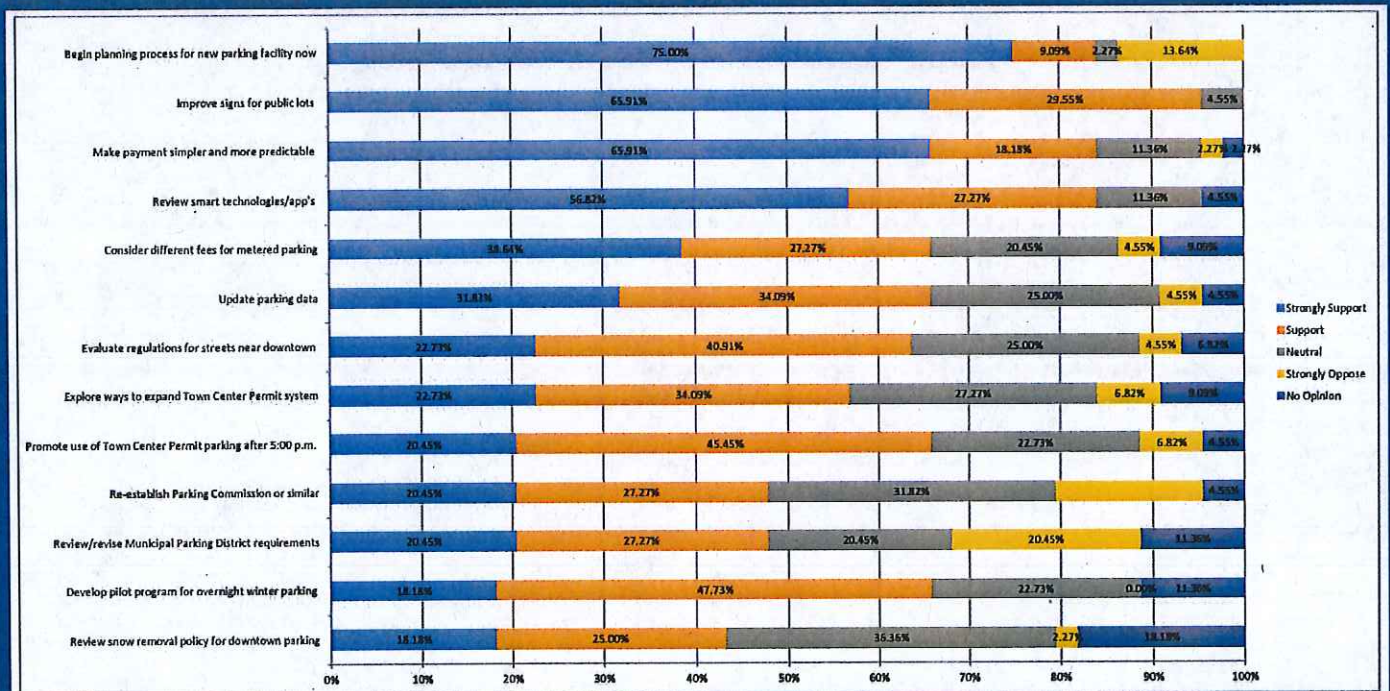
- Connie Kruger, Chair, Select Board
- Wendy Jones Boisseau , commercial property owner
- Catharine Porter, at-large
- Sarah la Cour, BID director
- Rabib Rafiq, downtown resident and business owner
- Richard Roznoy, Planning Board and TAC
- Matt Yee, business manager

- Staff Support:
Nathaniel Malloy, Planning Dept.
Claire McGinnis, Treasurer Collector Dept.

DPWG – Summary of Charge

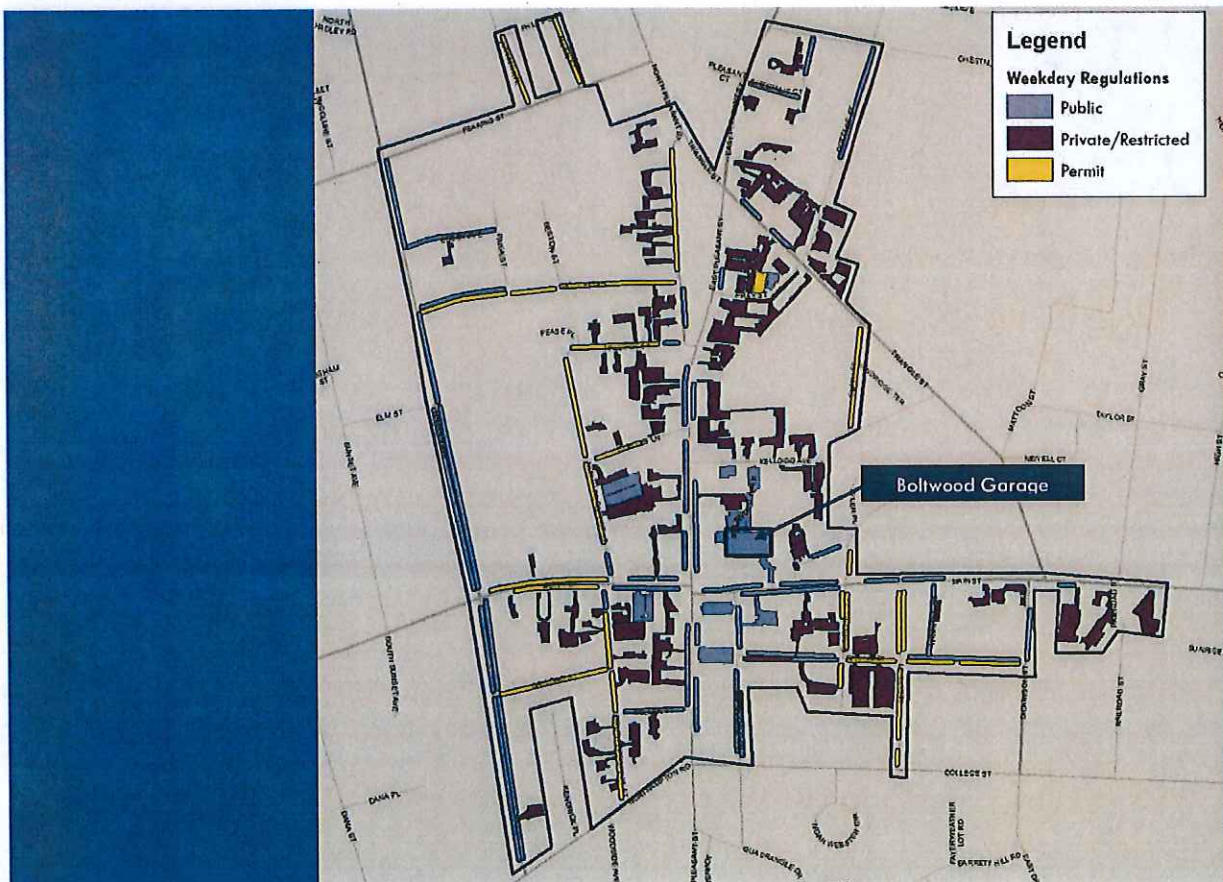
- Refine and present prioritized parking recommendations to the Select Board for action
- Identify short, medium and long range strategies
- Identify baseline information required prior to further consideration of a parking facility

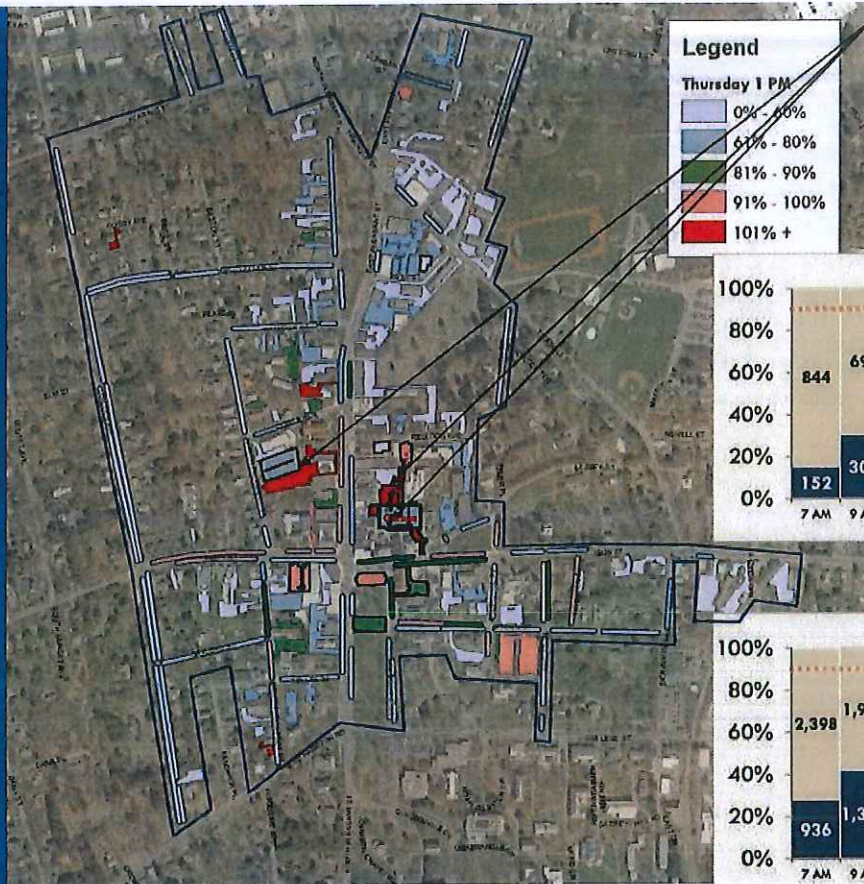
Background: 2014-15 Downtown Parking Forums



2016 Nelson Nygaard Parking Inventory

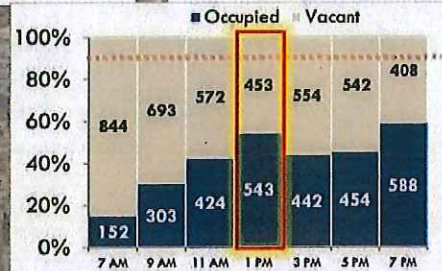
- approximately **3,400 parking spaces**-public and private-within 10-minute walk of Amity/Main/Pleasant Streets intersection
- nearly two-thirds (~**2,400**) are privately-owned or otherwise restricted to only some users
- Peak demand (use) is lunch time (1 PM) and evenings (7 PM)
- Short term actions: maximize current system
- Long term strategies: increase supply of public parking (including a possible parking garage)



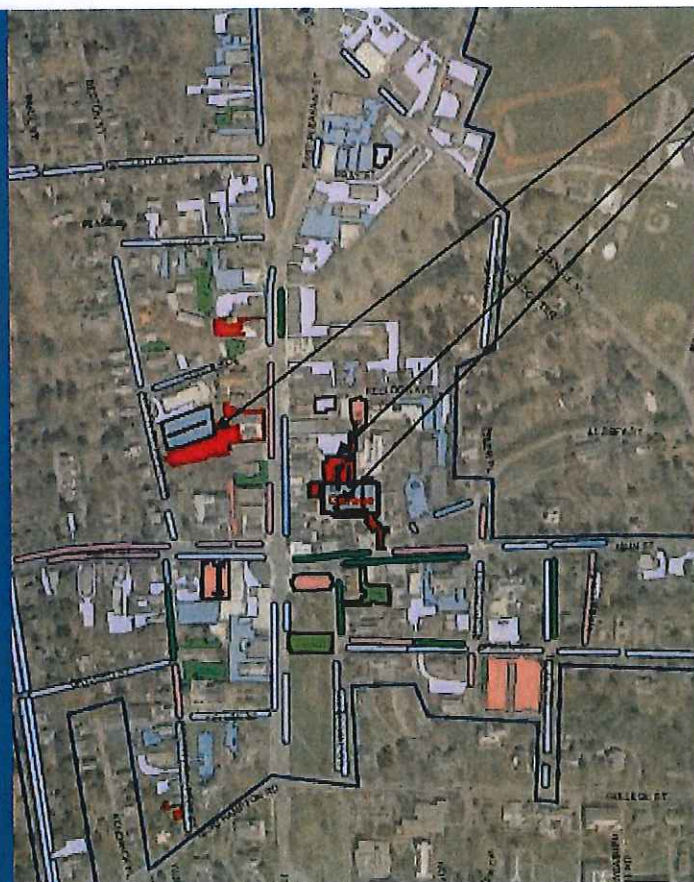
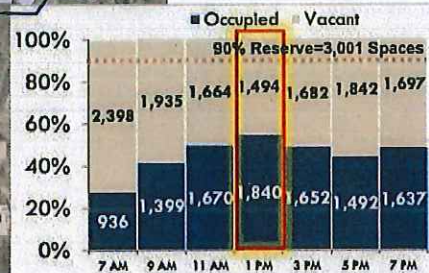


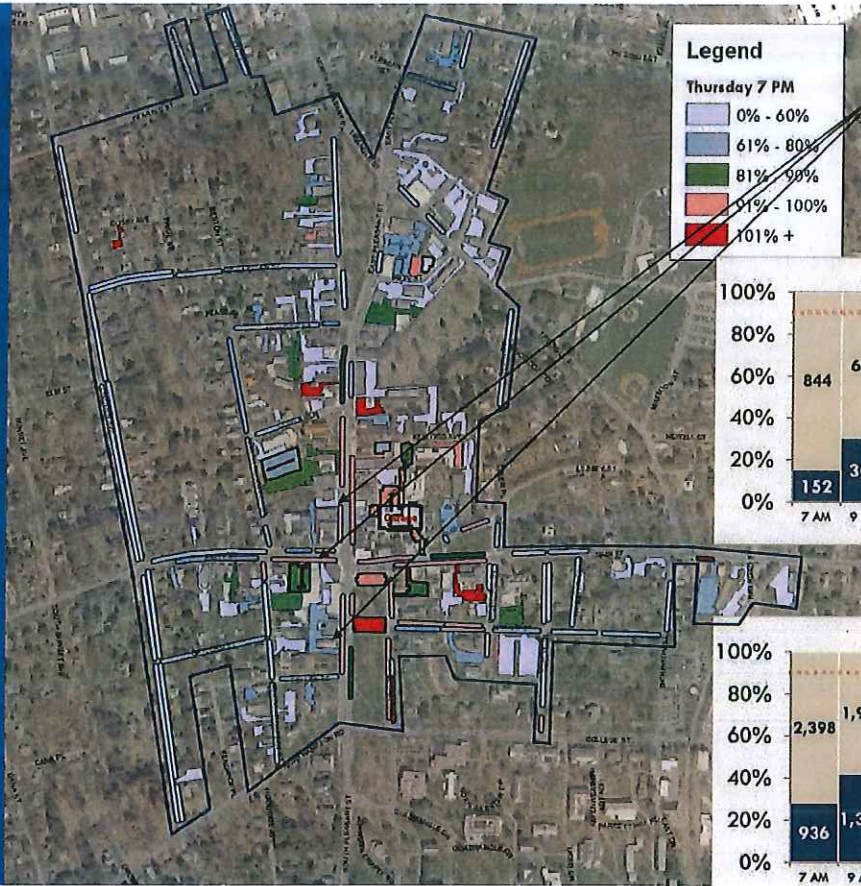
- **Lunchtime** – off-street lots downtown fill, capacity in garage

PUBLIC



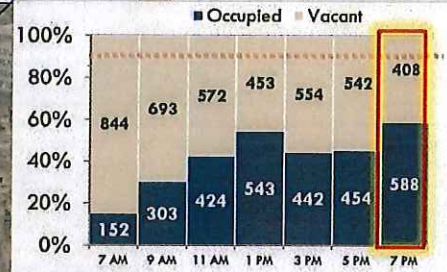
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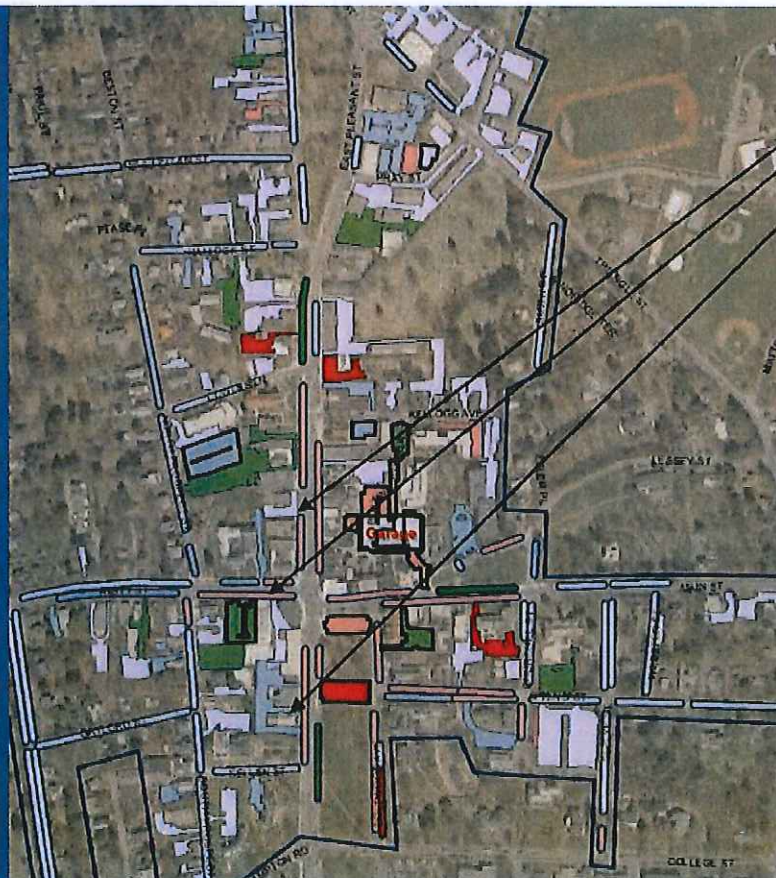
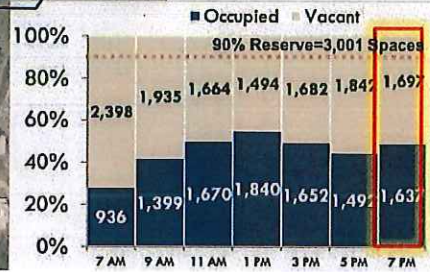


- 5PM – City hall lots fill
- 7PM – On-street regs end, streets flood

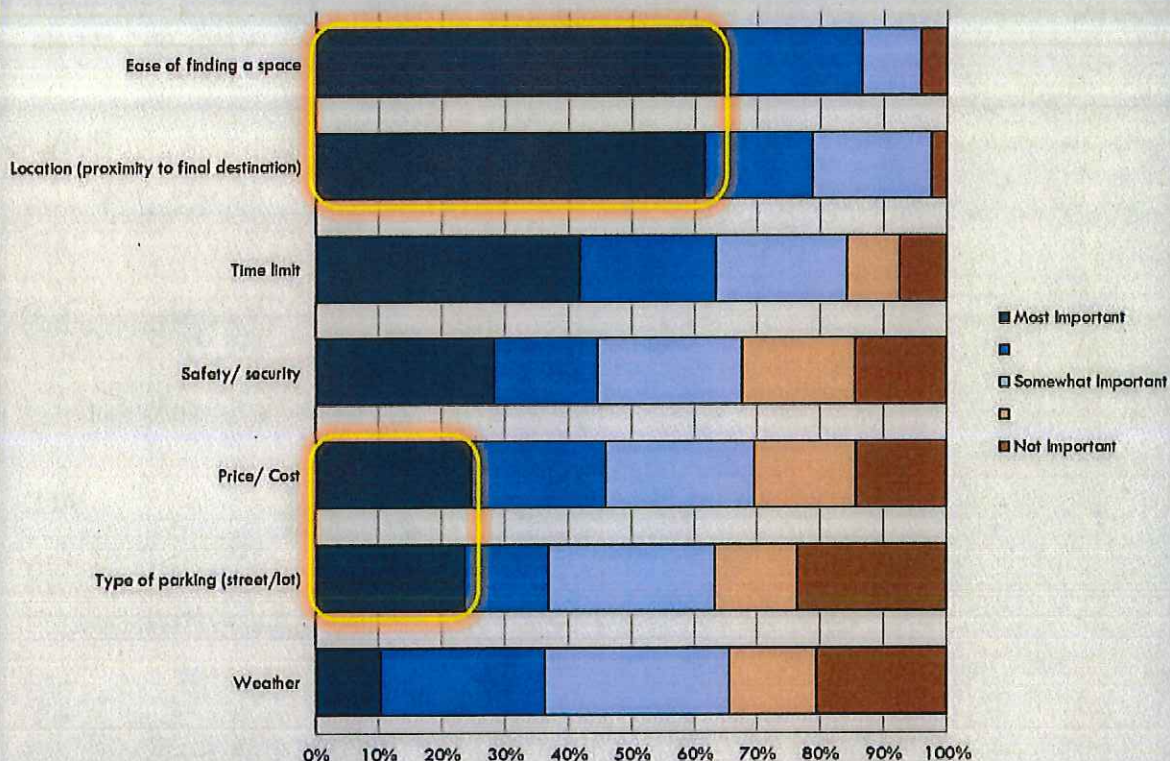
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What is Most Important in Selecting a Parking Space?

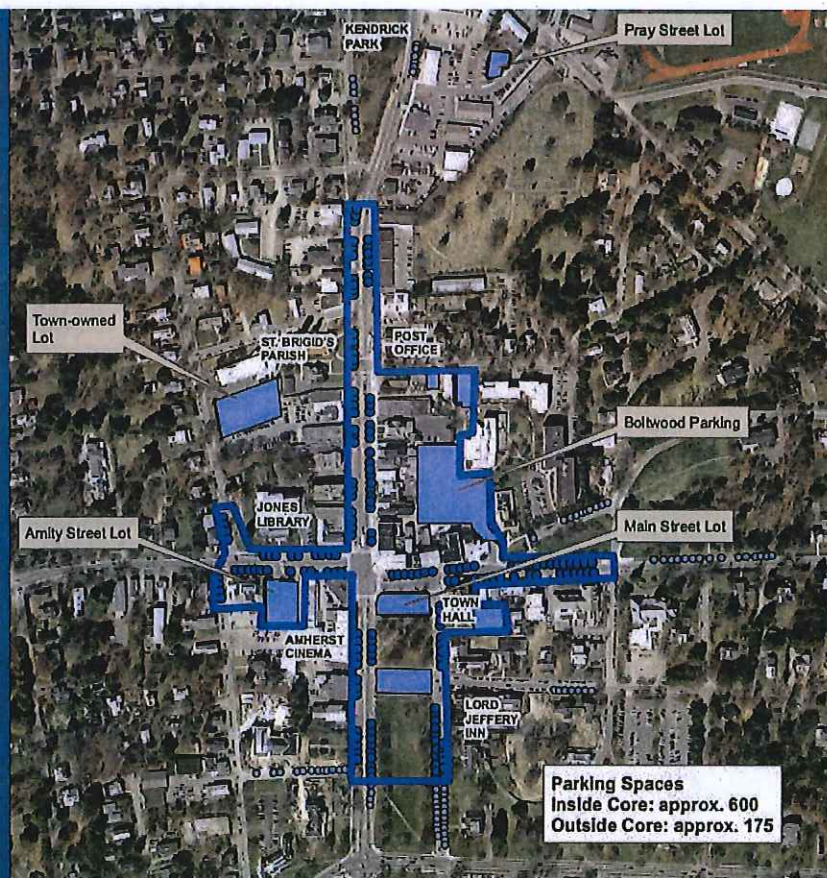


DPWG Goals – Phase 1

- Make parking more available by encouraging turnover in prime spots
- Make parking regulations more consistent and make it easier to use the system (meters, kiosks, etc.)
- Maximize use of parking and manage spaces efficiently
- Increase visibility of parking especially for visitors

Recommendations – Phase I

- Identify downtown 'core' parking area of highest demand (Map)
- Increase parking meter and parking lot hourly rates in the core--\$.50 to \$1/hr.
- The core represents on and off-street public parking that is highly used at peak times—lunch and evening hours (1 p.m. and 7 p.m. were the two weekday peak times).
- Goal of demand based pricing is to have 10-20 percent of prime parking spaces available at any given time, with an optimal balance of 85 percent of the spaces occupied



Recommendations – Phase I

- Change parking duration from a variety of time limits to 4 hour maximum for all spaces, with the exception of the town-owned lot on North Prospect Street (behind CVS)
- Change hours of enforcement from a variety of time periods to 8 a.m. to 8 p.m. for all spaces
- Implement effective enforcement to discourage meter feeding
- Increase parking ticket fines for time violations from \$10 to \$15
- Recommend installation of new, clear signs and increase public education effort (on-going)

Recommendations – Phase I

- Change December--April winter parking ban prohibiting overnight on-street parking to winter storm (snow emergency) parking policy
 - During snow emergency no on-street parking from midnight to 7 a.m.
 - Three safe harbors during snow emergency parking ban—Pray Street parking lot, lower level of the Boltwood Garage, and the Town-owned lot behind CVS
 - Notification through blue flashing lights at major intersections, signage, text messaging, the website and local news media

Recommendations – Phase I

- Add a mobile payment option for all parking spaces
 - In addition to the current payment methods of coin or credit card at the meters and kiosks
 - Users to add time to their space via their hand held device

Recommendations – Phase I

- Request Planning Board to consider a zoning bylaw amendment allowing for private development and ownership of a parking garage (ZBL Section 3.3840)
 - allow a private (commercial) parking garage to be built by-right under Site Plan Review
 - Commercial garages and facilities are currently allowed through the Special Permit process, but this does not offer investors adequate predictability

Recommendations – Phase I

- Hire a parking/transportation consultant to assist the DPWG with Phase 2 recommendations and to monitor and evaluate impacts of Phase 1 changes
 - It is *strongly* recommended that the Town allocate funds for a professional consultant to assist the DPWG in identifying and implementing additional strategies to improve the downtown parking system.

Recommendations – Phase I

- Recommend elimination of annual business permits (\$400/yr.) in the Town-owned lot on North Prospect Street (behind CVS).
 - This permit complicates the recommendation of using this lot as long term (8 hours) parking and for people who want to pay reduced hourly rates
 - Very few of these permits have been purchased

Recommendations – Phase I

- Recommend replacement of twelve parking kiosks to:
 - Improve ease of use with backlit keys and brighter and bigger screen
 - Have clearer and more visible instructions
 - Coin, credit card payment and mobile payment options all available
 - Pay by license plate number in lots and if using mobile payment option

Permit Parking System

- DPWG agreed that \$25 is too low but need more information before making a recommendation
- Better data
 - More parts than originally anticipated
 - Nearly 700 town center permits issued with almost 400 spaces in the system
 - Annual business permits in different lots
- Senior center parking permit system (Amherst resident, 65+, 1hr/wk), 158 permits issued by Senior Center
- 80 Town staff placards



Future Actions to be Considered

- Town center permits and other business permits issued by the Town
- Data refinement and collection
- Shared/leased parking opportunities
- Enforcement of meter feeding (also in Phase I)
- Determine need and feasibility for structured parking (i.e. garage)
- Replacing parking meters
- Adding 15-minutes spaces
- Ride sharing service pull over spots
- Motorcycle/scooter parking

Resources

- 2014-15 Parking Forum Report:
<http://www.amherstma.gov/DocumentCenter/View/33085>
- 2015 Town Transportation Plan:
<https://www.amherstma.gov/DocumentCenter/View/31462>
- 2016 Nelson Nygaard Parking Inventory and Assessment:
<https://www.amherstma.gov/DocumentCenter/View/40997>
- Downtown Parking Working Group webpage (minutes and meeting packets):
<https://www.amherstma.gov/2241/Downtown-Parking-Working-Group>

Malloy, Nathaniel

From: Eric Broudy <ericbroudy@comcast.net>
Sent: Sunday, July 02, 2017 9:37 AM
To: Brestrup, Christine
Cc: Malloy, Nathaniel; Jim Wald; Bockelman, Paul
Subject: Downtown idea

Hi Christine,

Recently, Jim Wald told me that there was an interesting "village plan" for what is now the parking lot on Amity St. across from Jones Library, but that was a number of years ago and didn't go anywhere. As I understood it, the plan was for a streetscape frontage of village shops facing Amity, with parking behind.

It made me think of what an eyesore and wasted development space that lot is, smack in the center of Town, which led me to the following idea:

What if we reconsidered the value of a parking garage behind CVS that was both garage and arts/performing center, allowing us to repurpose the parking lot across from the Jones, turning that space into downtown development space along the lines previously considered as mentioned above. The missing parking would be accommodated by the new, central garage not far away, and the lot would become tax and revenue producing development space that would ALSO add to the charm and village feel of downtown that so many residents love about downtown Amherst.

Think about it: Increased small business space to increase tax base with some parking behind, a more attractive streetscape along Amity with more diversity of shops, increased, central downtown parking behind the Jones Library, plus a possible arts/performing space where it could really help downtown businesses.

Eric

eric broudy
318 strong street
amherst, ma 01002
413.835.0020

Malloy, Nathaniel

From: Carol M. Johnson <cjohnson@amherstcinema.org>
Sent: Thursday, June 29, 2017 11:43 AM
To: Brestrup, Christine
Cc: Town Manager's Office; Malloy, Nathaniel
Subject: RE: Downtown Parking Working Group Public Meeting-We need your input!
Attachments: image001.gif; image002.jpg; image007.jpg; image008.jpg; image009.png; image010.png

Hi, Christine. I wish I could attend the Select Board meeting on July 17, but I will be away.

In any event, I really hope the DPWG'S recommendations are quite a bit different than what was proposed June 22.
. This is WRONG thinking.

Carol M. Johnson, Executive Director
Amherst Cinema, 28 Amity Street, Amherst MA 01002
Tel. 413-253-2547 x 6, cjohnson@amherstcinema.org, www.amherstcinema.org

From: Brestrup, Christine [<mailto:brestrupc@amherstma.gov>]
Sent: Thursday, June 29, 2017 11:32 AM
To: Carol M. Johnson
Cc: Town Manager's Office; Malloy, Nathaniel
Subject: RE: Downtown Parking Working Group Public Meeting-We need your input!

Dear Carol,

Thank you for sending me your comments directly. I had received them a few days ago from another source.

Nate Malloy is the staff liaison to the Downtown Parking Working Group. He will make sure that the DPWG sees your email.

I understand that the DPWG will be presenting its recommendations to the Select Board on July 17th. You may wish to attend that Select Board meeting and offer your thoughts directly to the Select Board at that time.

Chris

Christine M. Brestrup, Planning Director
Planning Department Town of Amherst

Town Hall 4 Boltwood Avenue
Amherst Massachusetts 01002
413-259-3145 brestrupc@amherstma.gov

From: Carol M. Johnson [<mailto:cjohnson@amherstcinema.org>]
Sent: Thursday, June 29, 2017 11:01 AM
To: Brestrup, Christine <brestrupc@amherstma.gov>
Cc: Town Manager's Office <townmanager@amherstma.gov>
Subject: Downtown Parking Working Group Public Meeting-We need your input!

Christine – I wanted to be sure you'd received our comments about the parking proposals for downtown Amherst.

THANKS for your attention to this important and thorny issue – I hope we, as a community, can continue to work together and problem-solve!

Carol M. Johnson, Executive Director
Amherst Cinema, 28 Amity Street, Amherst MA 01002
Tel. 413-253-2547 x 6, cjohnson@amherstcinema.org, www.amherstcinema.org

From: Carol M. Johnson [<mailto:cjohnson@amherstcinema.org>]
Sent: Monday, June 19, 2017 2:34 PM
To: Sarah LaCour (sarah@amherstdowntown.com); Barry Roberts (draftz@aol.com); Nathaniel Malloy (MalloyN@amherstma.gov); Tim O'Brien (tim@amherstarea.com); Ann Tweedy (ann@amherstdowntown.com)
Cc: Paul Bockelman (townmanager@amherstma.gov)
Subject: FW: Downtown Parking Working Group Public Meeting-We need your input!

Dear Friends – I will be away on business and unable to attend the June 22 forum, but would like to offer comments on behalf of Amherst Cinema:

OVERALL COMMENTS:

Amherst Cinema draws from a 25-mile radius and sells 110,000 tickets a year (an average of over 2,000 per week). This means that many of our patrons are coming from long distances, and of course most of them are driving here. They need to be able to find parking easily and to stay long enough to watch a film -- and to stay for a meal in one of our very good and interesting restaurants, or do some shopping.

The comments Amherst Cinema hears from patrons is that people want predictability. People want to be able to find parking when they arrive in town, and they want to be able to park without worry – without having to come out in the middle of a film or dinner to feed the meter. When our patrons get a ticket, they often feel it was unfairly issued because the meter didn't allow enough time. These experiences have a way of producing a bad taste in one's mouth; it is not unusual to hear from an angry Amherst Cinema patron who got a ticket that he/she is not EVER coming back.

The parking survey conducted by the outside consultant was seriously flawed. It counted parking spaces on private property as being "available" to the public, when clearly they are not (and extremely unlikely to become available to the public). It did not adequately assess parking needs at peak times. It did not speak to any vision about the long-term vitality and future of our downtown.

In the longer term, we strongly support building a parking garage. The Northampton parking garage is an excellent model: there is almost always space, the first hour is free, you pay when you leave, and you never get a ticket.

Our goal should be to known as a FRIENDLY and WALKABLE community – a place where you can park your car (self-driving or not!) and walk all over town. We should avoid doing things that smack about producing revenue from parking tickets.

RESPONSE TO SPECIFIC SUGGESTIONS:

1. We support extending allowed meter time to 4 hours in more lots.
2. Consistency in time for hours throughout downtown makes sense. However, extending hours until 8 will have a disproportionate impact on Amherst Cinema and restaurants. We suggest making the hours be 8 AM – 6 PM.

3. We doubt the \$1 per hour fee for meters in the "core" will free up many spaces. If there aren't enough spaces, there aren't enough spaces. And wouldn't a differential in price just add to the confusion? A different price for the "core" seems out of step if we are aiming for consistency across the downtown.

ALSO: A \$1 per hour rate may be off-putting for those on limited incomes and seems out of proportion for a town that is making progress toward re-vitalizing and beautifying its downtown. The mall provides free parking. In the Northampton garage, the first hour is free, and the hourly rate is 50 cents. Meanwhile, Amherst would be doubling our rates!

4. Raising the fee for Town Center Permits from \$25 to \$200 is extreme. What is the justification? Employees and residents (the only people who can legitimately get these permits) will still need them. Raising the fee is not going to free up any more spaces from people who are legitimately getting them. This provision seems like it's intended to produce revenue, not solve a problem.

Carol M. Johnson, Executive Director
Amherst Cinema, 28 Amity Street, Amherst MA 01002
Tel. 413-253-2547 x 6, cjohnson@amherstcinema.org, www.amherstcinema.org

From: Amherst Business Improvement District [<mailto:sarah@amherstdowntown.com>]
Sent: Friday, June 09, 2017 3:46 PM
To: cjohnson@amherstcinema.org
Subject: Downtown Parking Working Group Public Meeting-We need your input!



Amherst Business Improvement District
June 9, 2017

WE NEED YOUR INPUT!

Please join us at the Downtown Parking Working Group Public Meeting on Thursday, June 22nd @ 5:00 pm

The *Downtown Parking Working Group* has been deliberating on recommendations for changes in the price and hours for parking in downtown and are presenting their proposals at a public meeting. This is a great opportunity to weigh in on their work and offer your feedback.

The potential recommendations include the following:

Malloy, Nathaniel

From: Eve Vogel <evev43@gmail.com>
Sent: Wednesday, June 28, 2017 3:16 AM
To: Malloy, Nathaniel
Cc: Toni B Cunningham
Subject: thoughts on parking plan

Dear Nate,

I understand you are receiving comments on the downtown parking plan. I was not able to attend the public forum but got a bit of a report from my friend Toni Cunningham, who attended (cc'ed here). I wanted to offer just some quick thoughts. Just FYI, I am on the Transportation Advisory Committee (with two of your committee members). Also, I was on the Transportation Plan Task Force, so was involved with the previous iteration of Nelson & Nygaard analysis of Amherst downtown parking.

So here are a few thoughts:

- I find the basic N&N analysis compelling that there is plenty of parking but people may not have sufficient information on where to find it, and it may not be appropriately priced.
- I think if we want a town center that is a vibrant place where people enjoy being out and about, we don't want parking everywhere; instead, we want walking paths, with some parking in the center, and more around the outskirts. We want to discourage people from driving around downtown and parking at each stop; better would be to park and walk to different locations within downtown.
- We want to discourage car ownership for those who choose to live downtown. I fundamentally disagree with advocates who want to compel developers to provide new (car) parking spaces. If anything, they should have to provide excellent *bicycle* parking, walking paths, and easy access to bus information.
- I think the tiered rate idea is great, it would be brilliant to provide clearer information for people on where parking is available, and I would support an uptick in parking fines.
- All that said, there are some people for whom walking is less viable, such as the elderly (those who do not have a disability parking permit) and parents with infants or toddlers. Is the parking group considering doing things that might add extra spaces with priority for such groups, or special permits?
- Toni told me the parking working group is considering upping the parking permit costs considerably. Is the \$200 permit for residents, or some kind of business users? I like Cambridge's approach for residential permits - very cheap (\$25) with proof of residency (but maybe only one at that price per household?? I'm not sure if it's per person or per household) and exactly 1 guest permit per permit holder.

Thanks for all your work on this issue!

Best, Eve Vogel

Malloy, Nathaniel

From: Eric Broudy <ericbroudy@comcast.net>
Sent: Friday, June 23, 2017 5:52 PM
To: Malloy, Nathaniel
Subject: parking meter time

Hi Nate,

I just want to add my voice to those at last night's parking meeting to make 6 pm, not 8 pm, the Townwide curfew for parking meter use. I agree that it creates a serious inconvenience both for those attending evening meetings and those attending restaurants for dinner to extend meter times to 8 pm.

Thanks for your work on this.

Eric Broudy

eric broudy
318 strong street
amherst, ma 01002
413.835.0020

Malloy, Nathaniel

From: Sarah la Cour <sarah@amherstdowntown.com>
Sent: Thursday, June 22, 2017 12:42 PM
To: Malloy, Nathaniel; Connie Kruger
Subject: FW: Downtown Parking Public Meeting- INPUT

FYI from Barry Roberts. Can you guys disseminate to the group?

Sarah la Cour
Executive Director
Amherst Business Improvement District
35 South Pleasant Street (Visitor Information Center)
Amherst, MA
413-345-2945

www.amherstdowntown.com

From: draftz@aol.com [mailto:draftz@aol.com]
Sent: Thursday, June 22, 2017 6:12 AM
To: sarah@amherstdowntown.com
Subject: Downtown Parking Public Meeting

All, I will not be able to attend tonight's meeting of the Downtown Parking Working Group, I would like to share a few thoughts with the group.

I think we have to be very careful not to create more obstacles for customers to come to the downtown. I would be looking to be able to compete with our competition (malls) to allow parking that is as accessible and affordable as possible. I might even suggest free parking on street, monitored, and long term parking in lots and outside the core at an affordable rate. I know we walk a fine line not to become the parking of choice for the Umass student population.

It is very disturbing to me that staff hasn't culled from the most recent consultant's report the parking spaces that are actually available to be used by the downtown shoppers. We should not continue to use flawed stats to have the conversation about parking. I am a landlord that has leases in place for some of the spots that were counted and I can tell you those spaces are not available to the public, because of lease obligations.

What is the justification for raising the fees for the sticker system that exists? It seems that is designed to be a revenue generator. It would be better to generate revenue through more receipts at cash registers and through significant new development.

A parking garage must be part of the conversation if the downtown is to grow and thrive as our master plan envisions.

Barry L. Roberts
200 Bay Road
Amherst, MA 01002
(413) 537-4737

Malloy, Nathaniel

From: Daniel Reif <daniel@homeplanner.com>
Sent: Wednesday, June 21, 2017 4:57 PM
To: Malloy, Nathaniel
Subject: Downtown Parking Working Group

Dear

Downtown Parking Working Group

Please accept my input by email since I am unable to attend your meeting. Thanks.

The parking proposal as stated in the Amherst Bulletin of June 16, 2017 does not work for me. I am a forty-year Amherst resident with three generations of family living in Amherst.

Typically, I drive to downtown several days per week between 9 a.m. and 4 p.m for errands, and again, around 5:30 pm to eat. For errands I often park where it is free or less than one-dollar. For restaurants, I pay little to park at meters with 6 p.m. limit. I am not in favor of paying one to two dollars to park while eating. The stated goal of making all parking uniform in cost and hours is contrary to how I use downtown parking.

I would not be surprised if your analysis of Northampton parking missed many of the park for free areas. While in Northampton, I generally park free or low cost in the garage, at an inexpensive coin meter, or in one of the free parking areas, often available after 5 p.m.

I agree that the new downtown housing projects without parking will cause a parking problem. But, I think that increasing the cost of downtown Amherst parking is going to cause problems for downtown merchants. I think that the new housing could benefit by offering its tenants their own full time parking spaces. If I lived downtown, I would certainly expect free and easy parking.

Sincerely,

Daniel Reif

11 Hitching Post Rd.

Amherst, MA 001002

413.549.0302

Malloy, Nathaniel

From: Ira Bryck <ira@fambizpv.com>
Sent: Monday, June 19, 2017 9:16 AM
To: Malloy, Nathaniel
Subject: comments on parking

Hello

I can't make the forum on Thursday, so here are my thoughts (also posted in comments on masslive)

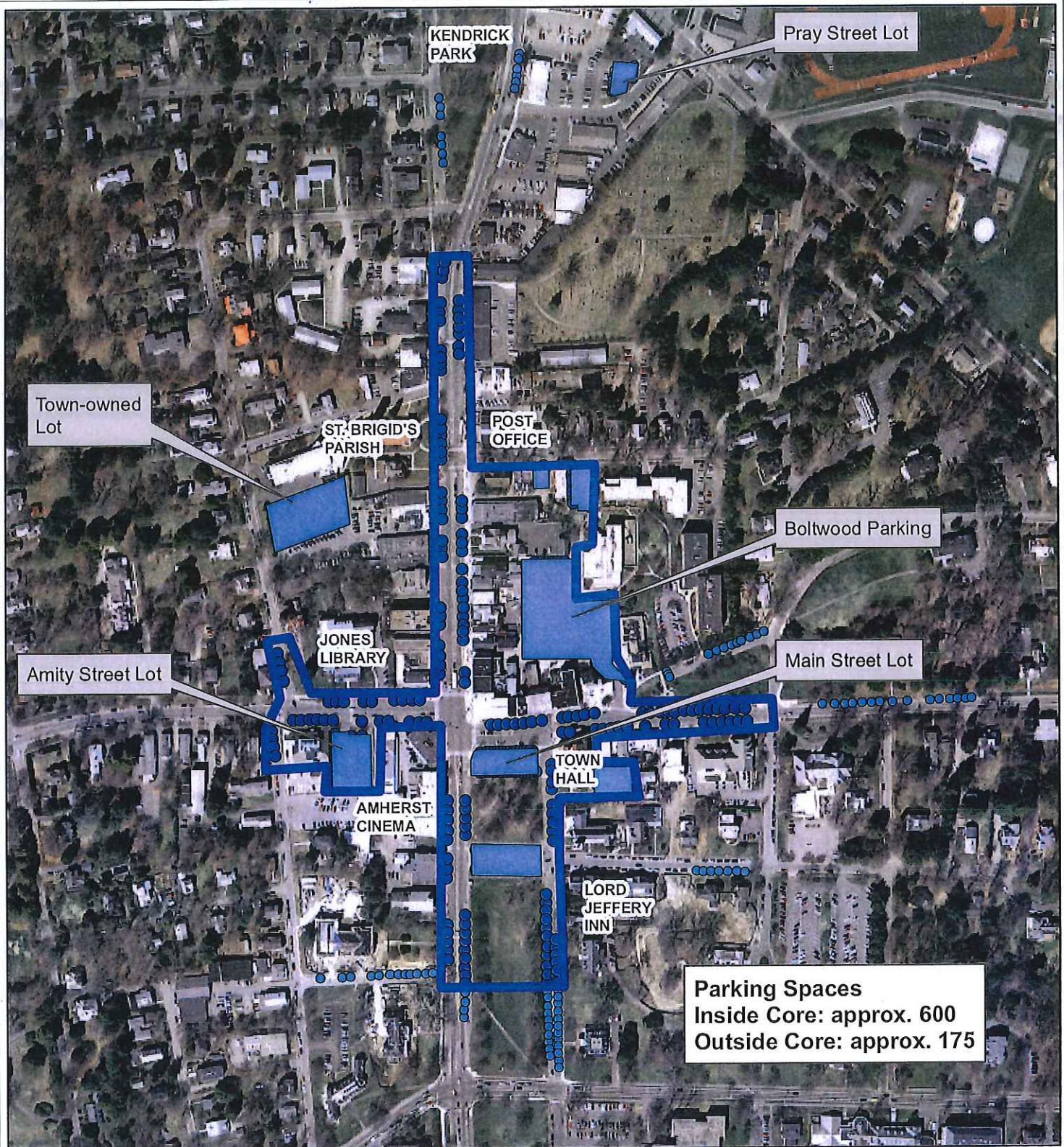
Thanks

Ira Bryck

More parking is needed in Amherst, less reliance of knowing the secret spots. The parking machines are either always malfunctioning or poorly designed, can't tell. Fifty cents per hour seems the highest fair price for parking; remember it's free at the mall! Maybe a remote lot with good continuous free transportation to and from. \$200 for permits is way too high for limited spots, unless you limit permits - many times there are none available. Funeral home should not be allowed to block off many spots (what the heck is that deal?). Another level is needed on parking garage- that was what was SUPPOSED to happen, when it was build, if more was needed.


DOWNTOWN PARKING WORKING GROUP
Goals Statement—Approved May 16, 2017

Short (next 6 months)	Medium (6month-2 year)	Long (2 year +)
Improved Online Map/Directions to Parking	Improved Signage	Reassess Parking Garage need
Install new Parking Lot Kiosks/Machines	Identify Parking Solutions for TNC (Uber/Lyft)	Increase Electric Car Parking
Define Downtown Parking Core and/or Parking Rate Zones	Create Shared Parking Agreements between Town and Private Parking Lot Owners	Evaluate expanding Downtown parking areas: permit, meters and Parkmobile
Adjust Parking Rates/Fines and determine Demand-Responsive Pricing	Create Event Parking solutions: alternative lots and transportation	Park & Ride
Create standardized parking enforcement hours	Implement a Snow Emergency System for 2017/18 season	Maximize existing parking space areas
Adjust or Remove Time Limits on meters and lots and if needed implement meter feeding enforcement	Build support within the Downtown Business Community	Autonomous Vehicles: Drop-off locations & parking
Permit System: Improve Database Contact Information	Investigate possible private developer parking garage opportunities	Build support within the Downtown Business Community
Permit System: Create Daytime & Overnight Permits with adjusted Permit Costs to market rate with adequate payment methods	Explore Downtown Employee and Town Staff Parking options (Commuter Benefits Program)	
Permit System: Switch from stickers to Placards	Outreach & Education to increase other modes of Transportation	
Parkmobile: *Implementation & Education *Determine how fees are paid	Explore Parking Benefits District options	
Evaluate Overnight Winter Parking Pilot	With Planning Board, reevaluate pro/cons of Fees in Lieu within MPD	
Switch to Pay by Plate Enforcement System	With Planning Board, after new downtown apartment buildings evaluate MPD	
Revise charge for DPWG and/or create new Town Parking (sub)committee	Hire Consultant for Parking Study to determine results from Parking System Improvements and possible impacts from new apartment buildings	
Build support within the Downtown Business Community		



Downtown Parking Working Group Core Parking Map - June 2017

Legend

 Proposed Parking Core

Public Parking

 Parking Lots

• Metered Parking

Town of Amherst



www.amherstma.gov/maps

Horizontal Datum: MA Stateplane Coordinate System,
Zone 4151, Datum NAD83, Feet

Planimetric basemap features compiled at 1"=40'
scale from April, 2009 Aerial Photography.

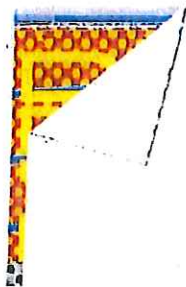
Parcels compiled through a "best-fit" methodology to
match the basemap; revisions are ongoing.
Property Lines are not for conveyance purposes.

The Town of Amherst and its mapping contractors assume
no legal responsibility for the information contained herein.

0 100 200 400
Feet

1 inch = 350 feet

Amherst Maps, 6/22/2017



THE PRICE IS RIGHT

PARKING FEES AREN'T JUST ABOUT MAKING MONEY. THEY'RE ALSO ABOUT CHANGING PEOPLE'S BEHAVIOR. *By JOHN DORSETT, AICP*

PARKING IS A VITAL ASSET FOR CITIES. It plays an essential role in helping to support business development and the success of established businesses. It also has a significant impact on the quality of life of residents. For many communities, it's also a critical source of revenue.

Parking is also an important planning resource and impacts major land-use decisions. With sound policies and practices, parking can help foster pedestrian and driver safety by helping to reduce roadway congestion. And when facilities are coordinated with public transportation, it can also help promote sustainability.

Ultimately, the approach that cities take to pricing can play a decisive role in how effective municipal parking is as a planning tool.

If cities charge too much, commuters, visitors, and residents will avoid public parking resources in favor of other options, like private garages or parking in areas intended for residential parking.

Many cities struggle when it comes to pricing. It should always be strategic, designed to achieve important planning and financial sustainability goals. However, rather than basing parking pricing decisions on their own individual needs and challenges, many cities rely on benchmarking and base their prices on what other cities charge.

The problem with benchmarking is that every municipality is unique. Densely developed urban communities face much different parking challenges than more spread-out cities.

Communities with multiple parking structures have very different expenses than those that primarily administer surface parking. And then there are cities' varying weather and social factors, which also affect parking.

In cases where benchmarking can be effective, cities often do it wrong. Common benchmarking errors include comparisons with cities that have different cost structures and financial needs, inconsistent land-use characteristics, varying goals and objectives, and different traffic levels.

Take Sacramento, California, and Cincinnati, for example. The two cities are roughly the same size, and both are very sophisticated when it comes to managing their parking assets and pricing. Both are focused on supporting business development and being good stewards of their parking resources.

However, Sacramento has an additional focus: using their parking assets to help underwrite a significant portion of the cost of building a new arena to house the NBA's Sacramento Kings. To do so, the city monetized its parking system by selling bonds backed by the parking assets.

As in so many aspects of cities, technology is transforming parking. Meters now accept credit cards, and besides the obvious convenience for parkers, it delivers a key benefit to cities: They can charge more for on-street parking. Shelling out \$3 or \$4 to park is much more palatable when no coins are counted and drivers pay by credit card or with a phone.

Programmable meters also allow parking planners to adjust pricing as needed to achieve the goal of always having one or two vacant spaces per block face during peak hours. It's now possible to institute dynamic pricing—adjusting pricing automatically and in real time as occupancy varies—by combining smart meters with parking guidance sensors.

San Francisco is probably the best-known example of a city that bases on-street parking pricing on demand, changing prices according to location, time of day, and day of the week to assure that parking in lower-demand areas is priced lower than that in higher-demand areas.

Since the program was implemented, San Francisco

THE HIGH COST OF FREE PARKING

This landmark treatise argues that cities are getting parking wrong and paying for their mistakes with sprawl, pollution, and higher prices. Donald Shoup, FAICP, shows how better parking policies could make better cities. His new book, *Parking and the City*, will be published later this year.

READ

planning.org/publications/book/9026730



has met its 80 percent occupancy goal and the practice of circling blocks looking for parking has fallen by 50 percent. Seattle has recently implemented a similar program.

Parking fundamentals

Many municipalities try to keep their parking organizations self-supporting. For them, pricing should be built first and foremost to meet those needs—including operations, maintenance, repair, alternative transportation programs, and capital investment. The trick is to price parking high enough to generate those necessary revenues, without driving too many parkers to less expensive competitors or to spots in residential neighborhoods or other areas that might negatively impact the local community. The good news is that, generally speaking, the strategies that promote cities' parking and transportation needs also typically result in increased revenues.

Pittsburgh stands out as a city that does this well. The Pittsburgh Parking Authority has implemented a rate schedule that achieves its primary planning and economic goals while generating the necessary income to service parking-related debt and underwrite the authority's operational costs. The city has also implemented a successful parking tax, which raises revenues for the general fund to help achieve important nonparking planning goals.

Parking pricing should be based on supply and demand. By relying on market factors to set pricing, cities can make parking resources more user-friendly, while at the same time increasing revenues and maximizing parking's value as a planning tool.

Municipal parking departments should stop thinking of themselves as parking "owners" and recognize that they are stewards of valuable resources (both the parking and the land on which it

rests). Increased revenues will allow a community to fulfill this stewardship role by investing in preventative maintenance (and avoiding deferred maintenance).

The revenues will also allow the parking organization to invest in improved technology to make the customer-service experience better, and in alternative public transportation programs, which can lessen demand and avoid or delay the necessity to invest in additional parking.

Why do planning and pricing go hand in hand? Because pricing is one of the most effective tools at a planner's disposal for influencing parking behavior. Cities can and should charge more for spaces in more desirable, convenient locations and less for those farther away from the central business district and other popular spots.

For this strategy to be effective at influencing parking behavior, the prices must be sufficiently differentiated. Commuters and visitors who value savings will use the lower priced, more distant spaces, while drivers who care more about convenience will be willing to pay a premium. The ultimate goal should be to assure that between 10 and 20 percent of spaces are available in any given parking facility, even at typical peak times.

Many cities, including San Francisco and Cincinnati, have established successful pricing systems in which downtown parking is priced higher than more remote spaces. Seattle has a tiered pricing system with multiple rings of pricing that decreases as one moves farther from downtown.

Of course, commuters and visitors won't use remote lots and structures if they can't get from their vehicles to their jobs and other destinations conveniently. That's why it's incumbent upon parking planners to coordinate with public transportation—and make sure parking revenues absorb that cost. This tends to be more of

DRIVEN BY TECHNOLOGY By BILL SMITH

LIKE MOST OTHER INDUSTRIES, parking is benefiting from a technology revolution—from new software, to mobile tools, to innovative types of hardware.

"The rate of technological advancement is unprecedented," says Dan Kupferman, director of Car Park Management Systems for Walker Parking Consultants.

"Technology has made parking management more efficient, more precise, and easier to operate and audit, which of course leads to greater profitability. Another huge benefit of technology is the ability to make parking more customer

friendly than ever before," he adds.

PAYMENT TECHNOLOGIES. One area of innovation is the use of EMV chips like those in credit cards, which make it harder for criminals to steal data.

The parking industry has been slow to adopt the standard, though EMV-equipped

parking equipment is finally making its way onto city streets.

The city of Little Rock, Arkansas, just installed the first EMV-certified municipal parking systems (right) in the U.S., says Renee Smith, president and chief technology officer of Parking BOXX.

"For cities that have yet to make the transition, my



an issue for mid-sized and smaller cities that may not have a tradition of offering public transportation options.

Many cities, including San Francisco, use parking revenues or parking fees and fines to fund transit and other alternative transportation systems. Another funding strategy used by the Chicago Transit Authority and the Capital Area Transportation Authority in Lansing, Michigan: leasing parking facilities to raise funds.

Communities can derive many benefits from using parking revenues to promote public transportation. Reducing the number of vehicles on roadways supports sustainability efforts, and fewer cars downtown—and circling looking for parking—also means less traffic congestion.

From theory to practice

So how can cities put these pricing and planning approaches into effect? The first step is to conduct an inventory and occupancy study to determine whether there is sufficient parking throughout the community, and whether existing parking is being managed efficiently. Cities are sometimes surprised to find that they aren't actually short on spaces.

Typically, a parking consultant will manually count empty and full spaces over a period of time to determine typical utilization in each parking structure or lot. Parking facilities with sensor-based parking guidance systems, through which every space is

monitored by a ground-based or roof-mounted sensor for the primary purpose of connecting parkers with available spaces, can run these counts in real time—and at any time.

Once that data is in hand, parking planners can implement pricing and permit distribution plans that will realign utilization by raising parking rates in heavily used spaces to encourage price-conscious parkers to move to less popular parking locations. One rule of thumb: If a particular parking space or facility is always full or has a waiting list, it's a good indication that the city isn't charging enough.

It can be tempting to think of parking pricing as merely a mechanism for raising revenue. Clearly this is an important consideration, because the money that's earned through parking fees is essential for developing and managing parking and transportation resources.

However, parking is just as important in its role as a planning tool for addressing public perception, growing the economy, influencing parking and commuting behavior, reducing vehicular congestion, and promoting sustainability. To be truly effective, though, each parking pricing plan must address the unique characteristics, challenges, and opportunities presented by that community.

John Dorsett is a certified planner and principal with Walker Parking Consultants. He can be reached at John.dorsett@walkerparking.com.

recommendation would be to look for equipment with Near Field Communication that can handle both chip and tap payment," she says.

Smith says that tap payment represents the future of parking payment because of the flexibility and security it offers. Tap payment will also provide a competitive advantage by allowing facilities to accept payment

via Apple Pay, Google Wallet, and other applications.

SOFTWARE.

Kyle Cashon, principal at IntegraPark, says parking management tools, particularly for fee-collection and accounting, have been slow to change.

"Now sophisticated software platforms can count revenues, transfer them directly to the bank, and instantly pro-

vide up-to-date financial data for entire parking systems," he says.

PARKING GUIDANCE.

The technology, which is already having an impact, will only grow, thanks to connected vehicles and self-driving cars.

"Sensors [can] collect data about which spaces are occupied and which are free, and transmit that information to the



Parking guidance technology helps drivers get real-time information about the number of available spaces on each level before they even enter the garage.



NEXT GEN MOBILITY, PARKING, MANAGEMENT, AND GREEN DESIGN

tinyurl.com/zt7kmc3

Implications of next-gen mobility technology on travel, street management, parking, and walkability.

CM | 2.50

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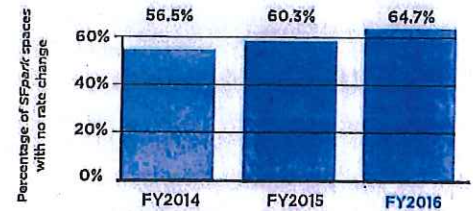


USING DATA TO MATCH PRICE AND DEMAND



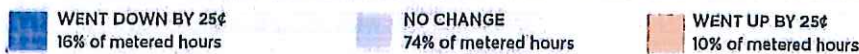
The San Francisco Municipal Transportation Agency's SFpark charges the lowest possible hourly rate to achieve optimum parking availability, defined as having at least one space available on each block most of the time. When and where it is difficult to find a parking space, or where there are too many spaces, rates will increase or decrease incrementally until the right balance is achieved to reach that goal. Left: An SFpark meter outside AT&T Park.

MAKING PROGRESS: The percentage of SFpark spaces that needed no rate change has risen over three years.



SNAPSHOT: HOW PRICES CHANGED IN ONE AREA

SFpark's 20th demand-responsive rate adjustment for on-street parking meters went into effect February 1. The higher the percentage of "no change" metered hours, the more in balance the rates are with demand. In the Civic Center Pilot Area, meter rates:



CIVIC CENTER PILOT AREA



*In this pilot area, on-street, noncommercial meters operate Monday through Saturday from 7 a.m. to 6 p.m., 8 a.m. to 6 p.m., or 9 a.m. to 6 p.m.
SOURCES: DELIVERING PROGRESS, SFMTA 2016 ANNUAL REPORT AND SFPARK JANUARY 2017 PRESS RELEASE



Inside the garages, sensor-activated green lights show available spots—meaning drivers don't cruise.

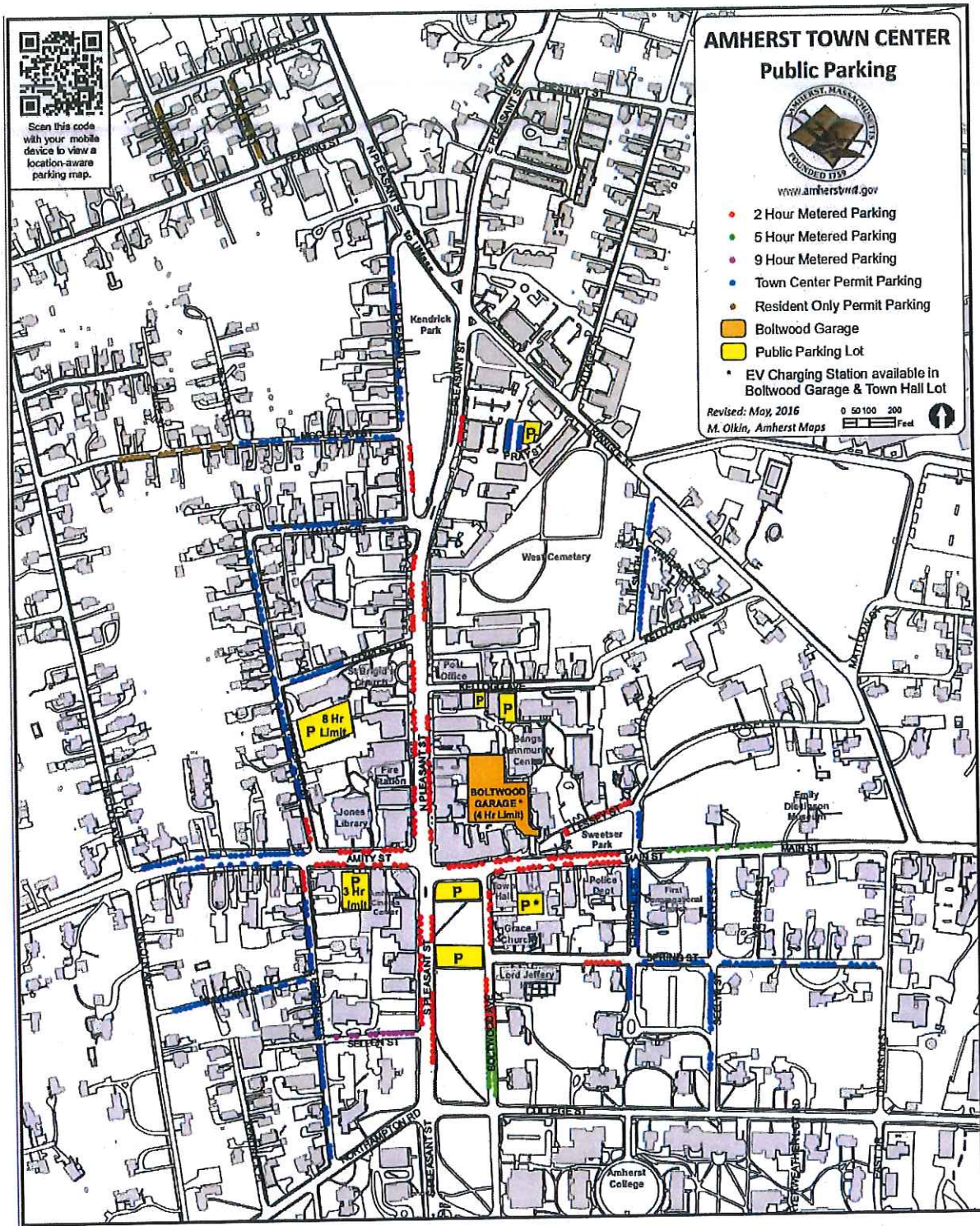
city's transportation grid," says Dale Fowler, director of INDECT USA, a provider of parking guidance systems. In the not-too-distant future, all we'll need to do is punch our destination into our connected vehicle's on-board GPS and our car will find us the best available space.

Autonomous vehicles will take the process a step further, dropping off drivers at

the front door of their destinations and then finding a parking space until summoned for the return trip.

"Technology is parking's future," says Kupferman. "The industry's brightest minds are working out solutions to the challenges that have frustrated parking planners for decades."

Bill Smith is a writer and publicist who specializes in parking.



Public Parking Lots

Lot	Limit	Time
CVS Public Lot	8 Hrs.	8am-8pm
Boltwood Garage	4 Hrs.	8am-8pm
Town Hall Lot	4 Hrs.	8am-8pm
Amity Lot	3 Hrs.	8am-6pm
Kellogg Lot	20 Min.	8am-6pm
Lower Bangs Lot	2 Hrs.	8am-6pm
N. Common Lot	2 Hrs.	8am-6pm
Spring Street Lot	2 Hrs.	8am-6pm

DPWG Public Forum
June 22, 2017
5:00 p.m.
Woodbury Room, Jones Library

Introductions

Connie introduced the Downtown Parking Working Group (DPWG) and discussed format for the evening. A brief history of the parking forums from 2015 with the upshot of the formation of the DPWG to prioritize recommendations. Acknowledge two former chairs--Sandy Anderson and Christine Gray-Mullen. Said that DPWG learned how complex and inter-related the parts of a parking system are and when making recommendations, used work by consultants and listened to concerns from community about parking, price, availability and location. Said that sometimes a strategy may seem counterintuitive, such as increasing price to create more availability of parking. The DPWG recommendations are phase I of possibly a 2-3 phase process to recommend improvements to downtown parking.

Public Comments

- Pay by plate? Do you get time back on your plate if you do not stay as long as time you put in?
- What are hours for permit parking? Can you park at night in permit zone? What time does permit end at the day? 5 or 6 pm?
- Senior center--prime spot, and seniors will have difficulty paying this amount, especially if on a fixed income. Seniors need to park near center and will stay for 2 hours for a class. And many volunteers of the senior center who live out of town and need parking close to the Bangs Center.
- There are limitations to the Town parking passes for seniors--must be 65 and older, Amherst resident, must attend senior center 1 hr/week.

Ken Rosenthal, Downtown Resident

For years the number of residents who lived downtown was declining, but now it has changed and more residents downtown. But bylaws don't require new developments to provide parking. This makes sense if commercial, but also exempts housing developments. The Town needs for parking for residents that is different than patrons and visitors to downtown shops. These new residents have no place to park and are invading private spaces and occupying public spaces now. It is too late for the recent buildings, but Planning Board can recommend changing the bylaw to require parking for residential developments.

Ed Wilfert, Downtown Resident

Parking on a public road or in a space is privatizing that space for duration of parking. Take this into consideration.

Mary Wentworth, Resident

After looking at core, would think that the Route 9 Diner would be excited by the new policy.

Asked if committee discussed changes that would enable people to come into town without the

use of an automobile. Many Amherst residents have told her that they have bikes but don't use them to come downtown because it is too busy and unsafe. Many communities are reducing speed to 25 mph to encourage cycling; the Town can do this. If we want bicycles, we need something in town to accommodate them. The Town needs to try new strategies to encourage biking.

Marianne Payton (niece of owner of CVS)

I am a business systems analyst for a living (helps solve problems for a living). What are you trying to solve? That is the big question. Ease of finding parking, park near destination, simplify. A few overriding needs. Vision to create a vibrant downtown. Access is the main question, parking is a part of this. But, even though some parking available, people still can't get to where they are going. Need to figure out how to move people around the downtown. Disney moves millions of people through the park. From long term perspective, think about solving access problems. Step back and consider how to solve access issues. Could there be a rail system? Different types of parking for ages or users? Different transportation modes to get people into downtown. With better access can use valuable real estate for more buildings and vibrant uses.

Sharon Povinelli, Hastings

Comments are from a retail perspective, working downtown for nearly 3 decades. Access is an issue. As a business owner, two kinds of parking visitors are excited to see: 1. parking garage because it answers the question of where to park. People coming from out of town knows they can find a space (i.e. Northampton garage) in a garage. And 2. Space right on the street for impulse stops and locals who want quick shopping. Would like to know the enforcement for meter feeding? And how will that change if change the hours.

Cathie Walz, Blue Marble

Speaking as a retailer. Very hopeful that there will be a garage soon. Two days ago a customer asking about stores, and customer said they will go to Northampton over Amherst. Perception of tourist and resident is that there is no parking. Huge issue for businesses. Study and push parking garage.

Adam Lussier, Zanna

- A retailer, on the front lines hearing people every day. Parking attracts people. Perception is huge. People coming from out of town think parking is difficult in Amherst. Perception is better in Northampton.
- Question--how much revenue is taken in?
- How much would that increase based on recommendations? Is this a revenue generator?
- 75 percent of responses from 2015 forum strongly encourage parking garage. Could the Town use the increased revenue and set it aside for construction of parking garage.

Jonathan McHatton, Resident

Accessibility of parking to businesses is important. A core that is more expensive with less expensive peripheral parking is a good idea. Duration of enforcement is important. Metered spaces on street should have a 2 hour limit to help increase turn over. Perception of no parking comes from what you see on the street. Smart policy should try to create turnover on street spaces to help address perception.

Nan Davies, Downtown Resident

No question that people don't come to Amherst to shop if parking is seen as tough. A parking garage would be terrific.

Vince O'Connor, Resident

1. Proposing to get rid of parking machines that are less than 10 years old. Disturbed that initial machines were poorly chosen. This is an Amherst thing-get rid of it. Annoys taxpayers. Hope new machines are clear--i.e. Sunday is free.
2. A lot of meetings held in bangs center and town hall, and many are town boards/committees. Pushing enforcement to 8 pm discourages public participation.
3. Taking meters off the street will make it less friendly if only pay by smartphone. How to make payments less complicated and not more complicated (i.e. via smart phones)? Target audience is not the college student
4. Demand based pricing policy would negatively impact Jones Library. This policy is telling Jones to turn down the expansion. Urge committee to rethink because of jones
5. Winter policy--when first apartment built downtown, Planning Board said parking would not impact neighborhood. But this has happened.
6. Permit parking--making it year round, means that even after students leave, cannot park during summer on their own street. Insulting to make people pay to park in front of their own homes during the summer. When One East Pleasant is occupied, there will probably be 3 times the number of permit holders than spaces.

Jane Wald, Emily Dickinson Museum

Parking core—Do recommendations apply to spaces outside of core? Not many metered spaces outside of core, so why not incorporate all of metered spaces in the 'core'. From perspective of the Emily Dickinson Museum, roughly 20 spaces outside, and different time lengths and the meters are poorly maintained. 20-25 percent broken at one time. Thinking about parking array as a system. Survey shows it does not matter if it's a lot or street but availability and location. When would meters get addressed (i.e. meters to kiosks)?

Alisa Brewer, Select Board, Resident

- Changes have to come before select board with a two week notice
- Want to know, why 8 pm and not 6 pm, doesn't make sense on face of it, especially with night meetings and retailers.
- Section page 3, parking permits, understand difference between resident permit and town center permit. How many staff use town center permits.
- Is there a plan to enforce 4 hour limit. Why increase parking cost if no enforcement?

- Permit fee has stayed \$25 for years, but \$200 a lot. Can't sell this to public
- What do to with money? And why go year-round with permits
- Senior center permits--pull them into conversation. Different permit but part of conversation
- Choose machines wisely--complained about current machines when they went in. Need to do better this time. Need to be convinced that the machines will help.
- Need road map about where we are going with parking.
- Don't like putting plate numbers in. Current machines can't handle three numbers, can it handle 6 numbers?
- Northampton is easy and straightforward.

Jerry Jolly, The Pub

- Started promoting downtown Amherst and now the BID Vice President. Discuss parking a lot.
- Replace parking machines--ok
- Demand based pricing--doubling prices is a lot,
- Need to make it all consistent
- Winter parking--great change
- Permit fees--history, students parking downtown but restaurants and businesses would buy for their employees (only \$25). Was used by workers. But go in increments. Employers still buy for staff. \$200 too much. Not sure about year-round and don't see demand.
- One size doesn't fit all in Amherst in terms of making it all consistent.

Very few BIDs in state. \$15 tickets can hurt customers. BID has thought about free parking trials. Talking about enforced free parking without chalking (new technology). Try it in the core. 15-minute free parking is great. This was a big deal when that happened in downtown. 2 hour parking would help. Waltham is a system to examine; it is a mixed system. Although we can say it is consistent, it is not the town we are. With the malls out there, need to keep downtown economically vibrant. Only so much of a town center.

Eric Broudy, Public Arts Commission, Resident

Future phases--motorcycle, glad to see it on the list. Need for spaces for cars and feel greedy if park a moped in a car space. Sometimes park in an illegal space and get a \$25 ticket. Roomy enough for a motorcycle but no big enough for a car. Good short term step to make this a non-violation if doing car drivers a favor.

A garage--urge to think more visionary than just a garage. On public arts commission and thinking that a garage could also be a performance center. Create a cultural core that involves the library and cinema. Open up thinking about a garage--more than a garage, a public private partnership. Could be revenue generating

Jaana Cutson, Grace Church

Nonprofit, but permits for employees. However, cannot find the permit spaces or too far away, so staff feeds meters. In winter, it is icy and dark. Not many places for employees to park. As a resident and consumer, and if it is hard to park in Amherst, will not stay. Go to Northampton a lot, and leave if cannot figure out kiosks. Stay in garage in Northampton. 15 minute free is good, but cannot add onto that to stay longer, like a garage. So easy to shop online or go to Hadley. Would like to do the right thing, but if parking is difficult, will go somewhere else.

Emphasize again that as a retailer, equal weight to parking garage and on street parking. Both are needed. Need to know that if you want to go downtown, want a place to park. Or if driving through town, need space available for impromptu visits. If want retail downtown, need to move both short and long term goals at the same time. (ride both horse).

Smart phones--many people don't use smart phones, will make it harder for people. Visitors cannot even use meters, why think smart phones will help.

Marianne Payton

Software development--proof of concept, don't build everything, but see if approach will work. Don't built it before you know it will work. Start small and give it a try and see if it works.

